

CLAIMS

What is claimed is:

- 1 1. An apparatus comprising:  
2 a storage device having stored therein a plurality of executable instructions; and  
3 a processor, coupled to the storage device, to execute the plurality of instructions to  
4 implement an information server which, upon receiving a request including a resource  
5 identifier for an information page/directory that may or may not exist, constructs and issues  
6 one or more queries including the resource identifier to retrieve the requested information and  
7 dynamically generates instructions to create the requested information page for provision to a  
8 requesting client if the information page/directory does not exist.
- 1 2. The apparatus of claim 1, wherein if the information page/directory does exist, the  
2 information server provisions the requested information page/directory to the requesting  
3 client.
- 1 3. The apparatus of claim 1, wherein the resource identifier is comprised of an industry  
2 standard product identifier (ISPID).
- 1 4. The apparatus of claim 3, wherein the industry standard product identifier is a  
2 multiple listing service (MLS) identifier.
- 1 5. The apparatus of claim 3, wherein the industry standard product identifier is a vehicle  
2 identification number (VIN) identifier.

1 6. The apparatus of claim 3, wherein the information server responds to requests for an  
2 information page comprised of the ISPID, whether the requested information page exists  
3 prior to the request or not.

1 7. The processor of claim 1, wherein the resource identifier further includes a marketing  
2 code.

1 8. The apparatus of claim 7, wherein the resource identifier containing the industry  
2 standard product identifier and marketing code is a uniform resource locator (URL).

1 9. The apparatus of claim 7, wherein the information server further includes a statistics  
2 function to compile and maintain statistics using the marketing code of received requests.

1 10. The apparatus of claim 9, wherein the information server further includes a report  
2 function which periodically, automatically compiles and generates a marketing report based,  
3 at least in part, on the compiled marketing statistics.

1 11. The apparatus of claim 9, wherein the information server further includes a report  
2 function which on demand, automatically compiles and generates a marketing report based,  
3 at least in part, on the compiled statistics.

1 12. A method for managing information delivery, the method comprising:  
2 receiving a request for an information page from a client including a resource  
3 identifier for an information page/directory;  
4 determining whether the information page/directory exists; and

5 automatically constructing and issuing one or more queries including the resource  
6 identifier to retrieve the requested information from accessible resources if the information  
7 page/directory does not exist.

1 13. The method of claim 12, wherein the resource identifier is comprised of an industry  
2 standard product identifier.

1 14. The method of claim 13, wherein the industry standard product identifier is a multiple  
2 listing service (MLS) identifier.

1 15. The method of claim 12, further comprising provisioning the requested information  
2 page/directory to the requesting client if the information page/directory does exist.

1 16. The method of claim 12, further comprising dynamically generating instructions to  
2 create the requested information page and provisioning the generated instructions to the  
3 requesting client if the information page/directory does not exist.

1 17. The method of claim 12, wherein the request is a uniform resource locator (URL).

1 18. The method of claim 12, wherein the received resource identifier includes a marketing  
2 code.

1 19. The method of claim 18, further comprising:  
2 compiling and maintaining a history of received marketing codes; and  
3 calculating statistical reports of the received marketing codes.

1 20. The method of claim 19, further comprising periodically, automatically compiling  
2 and generating a statistical report depicting marketing effectiveness based, at least in part, on  
3 the calculated statistical reports of the received marketing codes.

1 21. A storage medium having stored therein a plurality of executable instructions which,  
2 when executed, implement an information server having a plurality of functions, including a  
3 function to construct and issue queries to accessible resources in response to a received  
4 request including a resource identifier for an information page/directory that may or may not  
5 exist, and to dynamically generate instructions to create the requested information  
6 page/directory for provision to a requesting client if the information page/directory does not  
7 exist.

1 22. The storage medium of claim 21, further comprising a function to provision the  
2 requested information page/directory to the requesting client if the information page/directory  
3 does exist.

1 23. The storage medium of claim 21, wherein the resource identifier is comprised of an  
2 industry standard product identifier (ISPID).

1 24. The storage medium of claim 23, wherein the information server responds to requests  
2 comprised of an ISPID for an information page/directory whether the requested information  
3 page/directory exists prior to the request or not.

1 25. The storage medium of claim 21, wherein the information server includes a function  
2 to identify, compile and maintain a statistical history of marketing codes received in  
3 information page requests.

- 1 26. The storage medium of claim 25, wherein the information server includes a report
- 2 generation function which periodically and/or on demand automatically generates a report
- 3 including the compiled statistical history.

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